THE MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT (SHRI DALBIR SINGH): The construction work of two shopping centres in Block 'B' and 'E' Prashant Vihar, is likely to start by 15th January 1986.

**Drinking water scarcity in Rajasthan**

2553. SHRI DHULESHWAR MEENA; Will the Minister of AGRI-CULTURE be pleased to state:

(a) whether Government are aware that some district in Rajasthan like Ajraer, and Bundi are at present in the grip of acute scarcity of drinking water;

(b) if so, what "provision has been made for the supply of drinking water to the watjer scarcity areas in Rajasthan during the Seventh Five Year Plan; and

(c) what assistance Government propose to render presently to Rajasthan in the matter of water supply in Aimer sod Bundi areas particularly in the rural areas?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVE LOPMENT (SHRI CHANDULAL CHANDRAKAR). (a) According to the recent memorandum submitted by the Government of Rajasthan ;n October, 1985 file district of Ajmer and Bundi hav© been affected by drought.

(b) and (C) Water supply is a state subject. Rajasthan has a provision of Rs. 150 croreg for the provision of drinking water under the Minimum Needs Programme in the Seventh Five Year Plan.

The Central Government assists the States in providing safe drinking water in the rural areas under the Centrally Sponsored Accelerated Rural Water Supply Programme (ARP). During the current year Rajasthan has been ston Rs. 27.32 crores under this programme.

Rajasthan has also been given Rs . 8.57 crOres as Central assistance for drinking-water 1 drought affected areaj during the current year 1985-86. In addition, Government of India have also decided to sanction Central assistance for one hundred water tankers and ten fast drilling rigs.

**TV rates r0r sponsored programmes**

2554. SHRI DHULESHWAR MEENA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the rate for TV spots in the case of sponsored programmes;

(b) the number of advertisers at present on the waiting list for allotment of TV time for sponsored programme and the manner for which it is proposed to meet their demands; and

(c) whether any survey of TV pro gramme viewership in case of various sponsored programme 'has recently been conducted; if so, what are the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) Astatment is encolsed.

(b) No. of requests pending for spon sorship is as follows:—

| | |
|---|---|
| For National Network ..... | 20 |
| For DDK Calcutta..... | 5 |
| For DDK Lucknow ..... | 8 |

(c) An all India Survey was conduct ed at 10 centres in March, 1985. The survey indicated that sponsored program mes in the form of serials have gained wide acceptance among the TV viewers.

**Statement**

***Rate Structure***

(Implemented from 1-11-85)

| Proposed Grouping | Delhi and relay transmitters | Bombay and relay transmitters | Calcutta/ Madras/ Bangalore/ Trivandrum/ Hyderabad/ Ahmedabad Lucknow and Relay transmitters | Nagpur/ Jalandhar & elay transmitters | Srinagar/ Gauhati | National Network |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 *Second Spot :* | | | | | | |
| Super 'A' Special | 25,000 | 15,000 | 6,000 | 5,000 | 2,500 | *45,000 |
| Super 'A' | 20,000 | 12,000 | 5,000 | 4,000 | 2,000 | 40,000 |
| 'A' | 10,000 | 7,000 | 4,000 | 3,000 | 1,500 | 25,000 |
| 'B' | 5,000 | 4,000 | 2,000 | 2,000 | 1,000 | 15,000 20,000 |
| X *1 | | | | | | |
| *Sponsored Programme of Doordarshan* *2 | | | | | | |
| Super 'A' Special | 40,000 | 30,000 | 15,000 | 10,000 | 10,000 | 1,50,000 |
| Super 'A' | 35,000 | 25,000 | 12,000 | 7,500 | 7,500 | 1,25,000 |
| 'A' | 22,000 | 12,000 | 7,000 | 4,000 | 4,000 | 75,000 |
| 'B' | 15,000 | 8,000 | 5,000 | 3,000 | 3,000 | 50,000 |
| *Sponsored Programmes Produced by Sponsors* *3 | | | | | | |
| 30 Minutes Programmes : (With 2 Mts. free time) | 20,000 | 12,000 | 5,000 | 5,000 | 5,000 | 70,000 *3 |
| 15 Minutes Programmes (With 1 Mt. free time) | 12,000 | 8,000 | 3,000 | 3,000 | 3,000 | 40,000*3 |
| *Sponsored Programmes Imported by Sponsors* *4 | | | | | | |
| 30 Mts. Programmes : (with 40 sec. free time) | 70,000 | 40,000 | 20,000 | 14,000 | 14,000 | 2,00,000 |
| 15 Mts. Programmes : (with 20 sec. free time) | 35,000 | 20,000 | 10,000 | 7,000 | 7,000 | 1,00,000 |
| *Sponsored Telefilms made for Doordarshan by Sponsors :* | | | | | | |
| 90 Mts. Film | | | | | | 1,00,000 (with 4 mts. free time) |
| 60 Mts Film | | | | | | 75,000 (with 3 mts. free time) |

For Foot Note, please see next page

*This rate will hold also for 'fixed time slot' Booking on National Network subject to at least 10 bookings per month.

*1 'X'—category spots will be given for filling gaps before and after Super 'A' and 'A' 'programmes without gurantee regarding time slot but with 4-5 exposures per month.

*2 Free Commercial time of 1-½ minute for a 30-minute programme and 45 seconds for a 15-minute programme will be allowed.

*3 Free Commercial time for these programmes will be allowed as follows :—

1. Animation and wild life films; 2 minutes for a 30-minute programme and 1 minute for a 15-minute programme.
2. Tele feature films; 4 minutes for a 90- minute programme and 3 minutes for a 60-minute programme.
3. Plays and dance ballets; 1-1/2 minutes for a 30-minute programme and 45 seconds for a 15-minute programme.
4. Others: 1 minute for a 30 minute programme and 30-seconds for a 15 minute programme.
5. When plays and dance ballets are telecast after 2200 hours then 2 minutes free commercial time will be allowed for a 30-minute programme, and 1-minute free commercial time will be allowed for a 15-minute programme.

In all cases a separate credit line of not more than 10 seconds will be allowed in addition to free commercial time.

*4. In addition to the free commercial time, a credit line of 10 seconds in the beginning and 10 seconds in the end will be allowed for sponsored programmes imported by sponsors.

NOTE.— (*i*) Super 'A' special category will include World Cup Cricket and Football, Olympics, Asiad, Wimbledon Tennis etc. This list is indicative.

(*ii*) Rates for second channel for all categories of programmes will be the same as for Group 'D' (i.e., Nagpur/Jalandhar).

(*iii*) Same rate is being proposed for Black & White and Colour for all categories of programmes.

**TV and All India Radio coverage in Rajasthan**

2555. SHRI DHULESHWAR MEENA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are areas in Rajasthan which are outside the reach of both the TV and All India Radio's main stations;

(b) whether any plan has been formulated to cover more areas, which are at present outside the reach of All India Radio's main station by using the frequency modulation technology in Rajasthan; and

(c) if so, what areas are likely to be covered?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) Yes, Sir.

(Wand (c) During the 7th Five Year Plan (1985-1990), it is proposed to jet up 3 mew FM radio stations each at laisalmer, Chum and Mount Abu, and a 2x10 KW MW transmitter at Banner, for providing radio coverage to the so far uncovered districts of Barmer, Jaisalmer, Bikaner, Surat-garh & Churu and Mount Abu districts. After the completion of these schemes, the radio coverage would increase as under:—

| | Present coverage | Coverage after the 7th Plan schemes are completed. |
|---|---|---|
| Area | 77% | 93% |
| Population | 78% | 93% |